

Valley of the Moon Certified Farmers Market
Board of Directors Minutes
January 21, 2015
The Palms
Sonoma, CA

Meeting was Called to Order by President Bill Dardon at 6:08 pm.

Board Members Present:

Bill Dardon, President

Mark Curtis – Vice-President

Jane M Bell – Secretary

Oscar Mooneyhan

Kat Mooneyhan

Penny Byrd

Lisa Pidge

Chris Welch, Market Manager

Emily Fitzpatrick, Market Administrator

Absent:

Mayra Lozano – Treasurer

Minutes Approval:

Oscar Mooneyhan made a motion to approve the Minutes from November 19, 2015. Lisa Pidge seconded the motion. Motion passed without opposition.

Agenda Approval:

Jane M Bell added the Vendor Selection Committee to the agenda. Jane M Bell made a motion to approve the agenda for November 19, 2014 meeting, Oscar Mooneyhan seconded. Motion passed without opposition.

President's Report – Bill Dardon

Market Security

–Bill and Chris met for an hour and a half with Sonoma Police Chief Sackett to discuss the cost of having the police presence at the market.

–In 2014 we paid \$1,768 for police presence.

–This year he says the fee will be between \$3,500 and \$4,300.

–Bill and Chris were presented statistics of incident reports of Tuesday Nights (during the market season) vs Wednesday Nights. The Board would like to see how incidents compare to Tuesday evenings after the market, and say Friday nights.

–Also none of these reported incidents happened at the market, but outside the market.

–Will need to bring approach CSEC and the City Council for help on this fee.

–Do other city businesses like bars on Friday/Saturday Nights need to pay for “police presence.”

Sponsorship Program

–Because of the cost of running this market with or without security of the Police Department is increasing. We already agreed to raise stall fees \$5.00 across the board last month. But in order to keep this market running at the caliber that folks are used to, we need to increase our sponsorship

effort.

- Currently we have 1 Platinum Sponsor at \$5,000, 1 Gold Sponsor at \$3,000, and 2 Silver Sponsors at \$1,000 each. Whole Foods has not committed to sponsor the 2015 season yet. Union Bank has already agreed to be a gold sponsor and Palms Grill and Krista have agreed to be our Silver sponsors.
- The board discussed if we wanted to take on more sponsors than the 4. Jane suggested we approach Murphy's and other Plaza Businesses that Benefit from the market, and post market activities.
- Penny suggested local hotels that use the market as a booking attraction for town visitors.
- Mark said he's approach Sonoma Gourmet.
- Emily suggested we could also have a Donor Board for those who don't want to be a sponsor, but still want to support the market.
- Lisa Suggested that we set up a merchandise table under the palm tree. Sell t-shirts or something.
- We briefly discussed having a fundraiser, but ultimately decided there were no guarantees for the amount of work it would take.

Vice-President's Report – Mark Curtis

- Mark Welcomed Lisa Pidge to the Board.
- Mark suggested that we create a VOMCFM Wine Stopper to sell at the Merchandise Table.
- Kat and Oscar said they could man the table under the palm tree.

Treasurer's Report – Mayra Lozano/Chris Welch

- Chris presented the financial report for 2014 and a comparison with 2013. While we did a little better in 2014, those gains will be just enough for the added expenses for the 2015 season.

Manager's Report – Chris Welch

- Chris is working on the Use Permit Proposal for the City.

Market Sponsors for 2015

- It was suggested that we give Whole Foods first right of refusal for the 2015 season, then approach potential Platinum Sponsors.

- It was suggested we should approach Williams-Sonoma, Pharmica, and Sebastiani as potential sponsors at the Platinum Level.

-Jane M Bell made a motion that we expand our sponsorship program to 2 Platinum, 2 Gold and 2 Silver Level Sponsors. Mark Curtis seconded. Motion passed without opposition.

2015 Vendor Applications

- Applications for the 2015 season are starting to trickle in. So far we have received applications for 2 Farmers, 5 Packaged Food, 11 Food Ready to eat, and 6 Artisans.

Use Permit Proposal

- We have been put on the City Council Agenda for February 2nd. We are going to try for a 6 year approval with the support of CSEC. Bill would like the entire board there at that meeting.

Market Correspondance

- Chris read an email correspondance from a CSEC commissioner regarding smoke from vendors polluting the market area.

Market Layout

- Chris wanted to know if we want to have a Market Food Court with all the vendors in the back vs have them spread all over the market. After discussion we decided to leave the ready to eat lay out the way it was.

Weekly Newspaper Advertising

- Chris presented information for weekly ads for the IT newspaper. Various sizes and prices were

discussed. The BOD wanted to know if costs included web advertising. Chris, Bill and Oscar will try to negotiate a better price deal.

Independent Contractor Status

–Chris presented the cost difference for paying our staff as Independent Contractors vs Employees.

–**Lisa Pidge made a motion that we switch all of our Independent Contractors to Employees.**

Oscar Mooneyhan Seconded. Motion passed without opposition.

Administrator's Report – Emily Fitzpatrick

– For this year's market poster, Emily suggested we have an Art contest.

– **Mark Curtis made a motion that we contact our regular poster artist to make a new poster for 2015. If she is not interested, then we will hold a contest for new artists. Oscar Mooneyhan seconded. Motion passed without opposition.**

Old Business –

Music and Music Policy Committee – Oscar Mooneyhan

–Oscar reported that he has the whole 2015 season's music booked.

–We won't have music on July 28th for the City Party or for the Zucchini Races nights.

Scholarship Committee – Mark Curtis and Penny Byrd

–Penny has started reaching out to local schools and organizations on behalf of the market and the committee.

Shop & Donate Committee – Jane M Bell

–Chris reported that the couple S&D we did were successful for the amount of money we spent on them. He encouraged more S&D nights for the 2015 season.

Selection Committee –

–The Committee will select it's chair this year.

–Committee will meet on the week of February 9th.

–Committee includes: Jane M Bell, Kat Mooneyhan, Penny Byrd, and Lisa Pidge.

Old Business

–No Old Business to report.

New Business

–No New Business to report.

February's Board Meeting will be Wednesday, February 18, 2014 at 6:00 pm at The Palms.

Meeting adjourned at 8:43 pm.

Respectfully submitted,

**Jane M Bell, Secretary
VOMCFM**